MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

LCT1017 – COMMUNICATION THEORIES
(FAC1)

21 OCTOBER 2019
2.30 P.M. – 4.30 P.M.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO pages**.

2. Answer **ALL** questions.

3. Write your answers in the Answer Booklet.

STRUCTURED QUESTIONS [50 MARKS]

Instructions: Answer **ALL** questions. Write your answers in the Answer Booklet.

Question 1

Whether the quest is for a universal law that makes prediction possible or a guide for interpretation that helps make sense of equivocal communication, theorists know that the task demands research.

a) Explain **TWO (2)** types of research methods.   (4 marks)

b) Explain **THREE (3)** tools of communication research that can be used to test theories.
                                                                          (6 marks)

Question 2

Burgoon defined *personal space* as the "invisible, variable volume of space surrounding an individual that defines that individual's preferred distance from others."

a) Define expectancy with one example.   (2 marks)

b) Explain **FOUR (4)** proxemic zones with examples.   (8 marks)

Question 3

Berger introduced "A Plan-based Theory of Strategic Communication" which is a message plan to cope with uncertain responses. According to Berger, "plans are mental representations of action sequences that may be used to achieve goals."

a) Explain **TWO (2)** strategies that can be used to seek information in order to find out how other people might respond to us.   (4 marks)

b) What is axiom?   (1 mark)

c) State **FIVE (5)** axioms under the Uncertainty Reduction Theory.   (5 marks)

Question 4

Geertz and Pacanowsky describe organizations as having their own culture. This means that any given organization has a particular culture in which the meanings for things are shared between individuals.

a) List and explain the **THREE (3)** types of stories told in organizations.   (6 marks)

b) Explain **TWO (2)** methods with one example each on how a researcher uses to obtain data from organizations.   (4 marks)

Question 5

According to Barthes, interpreting signs is the goal of semiology – the study of the social production of meaning from sign systems; the analysis of anything that can stand for something else.

a) Explain the terms below with **ONE (1)** example each:
   i.   Sign
   ii.   Signifier
   iii. Signified   (6 marks)
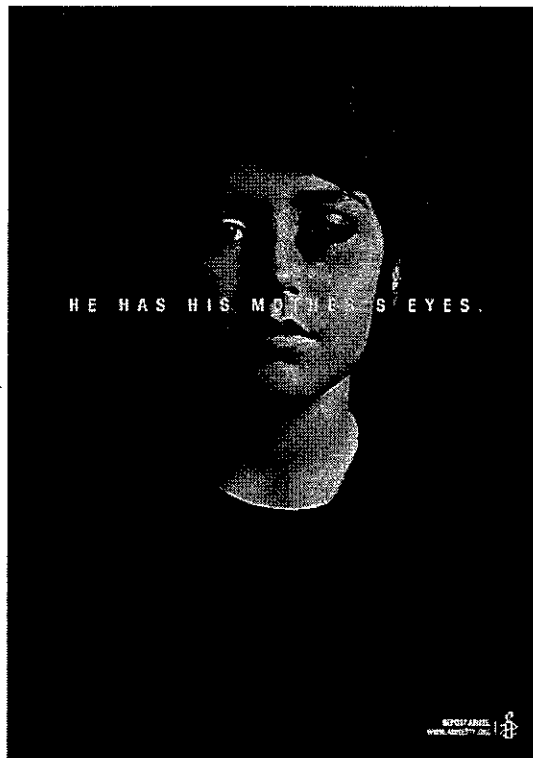
b) State the **FOUR (4)** important signs found in this advertisement.   (4 marks)

End of Paper